

Exhibitor's
Service
Book

Third Printing
Condensed



GREAT!

The public hailed "Madame X" as one of the greatest plays ever presented.

Competent critics say that the picture is **EVEN GREATER.**

But we want YOUR opinion. We want you to see what we consider the finest part Pauline Frederick has ever played—and the most moving, the most exalting, the most pathetic story ever screened.

SAMUEL GOLDWYN
presents

PAULINE FREDERICK
in
MADAME X

Adapted from the French of **ALEXANDER BISSON** by arrangement with **HENRY W. SAVAGE**

Directed by
FRANK LLOYD



The letter "X," which has always carried a sharp suggestion of mystery, should be the keynote of your exploitation on this picture. Construct a huge "X" out of compo-board or other sturdy material, and suspend it from wires attached to the announcement sign, as illustrated. If you use electric lights run bulbs the full length of the "X." To supplement this idea, it might be a good stunt to hand out a lot of cards bearing nothing in the way of copy but a large red "X" and "See the Theatre, Date."

"Madame X" is a picture that cannot possibly be over-exploited. You can promise almost anything for this picture—it will make good. You can make your advertisements, your heralds, your letters, your lobby cards as strong as you know how—you could not possibly make them stronger than the picture.

The Mystery Woman



Send a woman, dressed in black, to prominent hotel. Register simply "Madame X." Should shop at department stores and circulate in prominent places. Good for much publicity.

CATCHLINES

The eternal triangle with a different angle—the queerest of all angles—father, mother, son.

The tide of fate brings strange wreckage to the shores of life.

Was Louis Floriot a Daniel come to judgment? Or was he a Shylock baring his own bosom to the sharp knife of an avenging conscience.

As Jacqueline Floriot, Pauline Frederick lives a tragic role in a masterful manner.



In "Madame X," Pauline Frederick gives the greatest performance of her career.

This picture has been called greater than the play, which ran for years and stands as one of the most sensational successes of the theatre.

Of course YOU'RE not going to miss it.

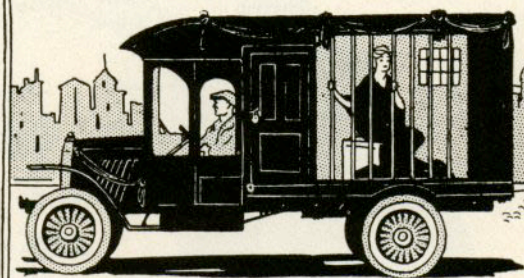
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Float

Cover the sides of wagon with canvas. Cut square out of one side. Tack strips to resemble bars of cell. Woman in black should sit on bench looking through bars. Sign reading: "GUILTY OR NOT GUILTY? SEE MADAM X."



PROGRAM SHORTS

Is woman's love deeper and more lasting than man's? Jacqueline Floriot in "Madame X" answers the question. See this drama of deep passion, with Pauline Frederick and Jacqueline Floriot, shown here

* * *

She followed the bitter trail to its end. And then when recognition and forgiveness came, death snatched her hard won victory. See Pauline Frederick, the bared pulsating soul of art in "Madame X," shown here

* * *

Brought to justice before her husband's bar, defended by her own son for a crime committed to save her husband's career—such is the great undertheme of "Madame X," presenting Pauline Frederick as Jacqueline Floriot, here

Motherlove treated in an inspiring way is the big theme of "Madame X." This cut-out carries it out splendidly.



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ADVANCE NOTICE

Pauline Frederick, Goldwyn star, as "Madame X" in Alexandre Bisson's famous French play of that name, a Goldwyn production, which comes to the theatre, for days, commencing has one of the greatest emotional roles ever given to an actress. Miss Frederick is presenting a new and wonderful interpretation of this character around whose stormy and sad life the action of the play moves.

In the first part of the play she is the young wife of Floriot, a deputy attorney of Paris, who believing her unfaithful, has driven her from his home. She returns because she has learned that her young son is ill, and gets into the house. Floriot, repressing the love for her that has been one of the big things in his life, will not permit her to see her son. He tells her that the boy believes her dead. He hears her explanation of an episode with another man which caused him to drive her away, but will not believe her story. He forces her into the streets again.

Twenty years later, after she has gone down to the lowest depths of degradation to which a woman can go, she returns to France from Buenos Ayres, to which place she has drifted. She kills a man who seeks to use her in a scheme to blackmail Floriot and is sent to prison. Refusing to reveal her identity she is registered as "Madame X." Her son, now a lawyer, is assigned to defend her at her trial. Floriot sits on the judge's bench during the trial to hear his son plead his first case and Noel, who loved her before her marriage, is among the spectators.

The dramatic intensity of the trial scene has seldom been equaled in any play, particularly when "Madame X" recognizes her son in the young Lawyer defending her, and her husband in the man sitting beside the judge.

The entire play is filled with dramatic situations that call for the best that an actress can give. Miss Frederick, who is one of the greatest emotional actresses in motion pictures, is doing the best work of her screen career picturing "Madame X."

"STOP — OR I WILL SHOOT!"



This pitiful wreck of what once had been a beautiful woman, still held in her trembling breast a consuming love for the son she had been forbidden to see.

And so she rose, armed with super-natural strength, and defended him. An inspiring scene from a remarkable picture.

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A-3-2 Col.

Letter To Mailing List

Dear Sir or Madam:

The greatest tragedy in life is that of a mother denied the love of her son.

Time, it is said, heals all wounds, but heart wounds never forgotten never heal and the mother's love for her son, of the sort "that passeth all understanding," IS NEVER forgotten.

Jacqueline Floriot proves this statement in "Madame X," a Goldwyn masterfilm playing at the theatre (dates). Turned from her home by the unjust suspicions of her husband she is denied the love of her son and seeks solace in the underworld of Paris. Years pass, but like Banquo's ghost, the love for her son will not down. And in the end she finds him, placed through a strange trick of fate as counsel for her defense for a crime committed to save her husband's career from ruin.

Pauline Frederick brings to the screen in the role of "Madame X," a superb portrayal of this pathetic figure. You will follow her life story with wet eyes and quivering lips, so near is it to perfect realism. But it is the sort of narrative that will appeal for it is built upon the elemental passion of life.

We want you to see "Madame X." We know that you will be impressed by its deep underlying truths, inspired by its theme and enchanted by its massive production.

Yours for consistent screen quality.

THE CAST

Jacqueline Floriot.....
...PAULINE FREDERICK
Louis Floriot.....
.....William Courtleigh
Raymond Floriot.....
.....Casson Ferguson
Rose Dubois..... Maud Louis
Dr. Chesnel..... Hardee Kirkland
Cesaire Noel..... Albert Roscoe
M. Valmorin..... John Hohenvest
Helene Valmorin.....
.....Correan Kirkham
Laroque..... Sidney Ainsworth
M. Robert Parissard.....
.....Lionel Belmore
M. Merivel..... Willard Louis
Victor..... Cesaire Gravina
Marie..... Maud George

Author
ALEXANDRE BISSON
Director
FRANK LLOYD



A-6-4 COL.

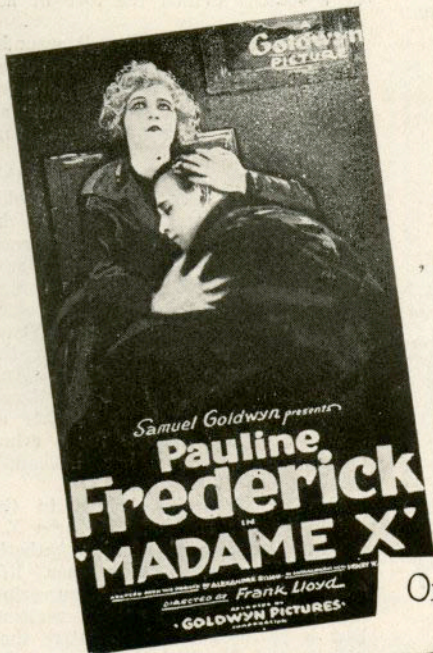
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P O S T E R S



One Sheet

An unusual picture like "Madame X" must be exploited in an unusual way. Posters like these are sure to hit the "bull's-eye" of popular appeal. Their artistic merit will be a credit to your house. If you aspire to superiority you've got to show it in your advertising. You couldn't advertise more brilliantly than by using these posters. Use them profusely. The result will more than justify any expenditure you may make.



Roto One Sheet



Twenty Four Sheet



Six Sheet



Three Sheet